

DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE



DALLAS BIDS THE SOUTHWEST WELCOME

From October 10 to 25, the State Fair of Texas makes Dallas the auditorium of the Southwest. Here gather the peoples of the north and south and east and west to view the progress of their Empire.

VOL. 4 NO. 10

Drawing Courtesy Times Herald

OCTOBER, 1925

Now / The
Open! BAKER
"A Better Hotel"

700 Rooms---700 Baths Rates \$2.00 Per Day and Up



HOTEL in construction, furnishings and service worthy of the great city and section that it serves, The Baker contributes much to the convention, social, commercial and entertainment facilities of Dallas and offers a contact point between Dallas and the visitor to the city that will reflect credit to the well known Spirit of Dallas.

Wherever The Baker Hotels are known--they are favorably known; not alone for hotel service to their guests, but for their active participation in every movement for the development of the city they serve.

CONVENTION ROOM HAS SEATING CAPACITY OF 1,500 TO 1,700

THE ROOF GARDEN HAS SEATING CAPACITY OF 2,000

SEVEN PRIVATE DINING OR BANQUET ROOMS

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A STAFF SPECIALLY TRAINED AND EXPERIENCED IN HANDLING
CONVENTIONS, SALES CONFERENCES, LUNCHEON CLUBS,
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THE BAKER HOTEL

DALLAS, TEXAS

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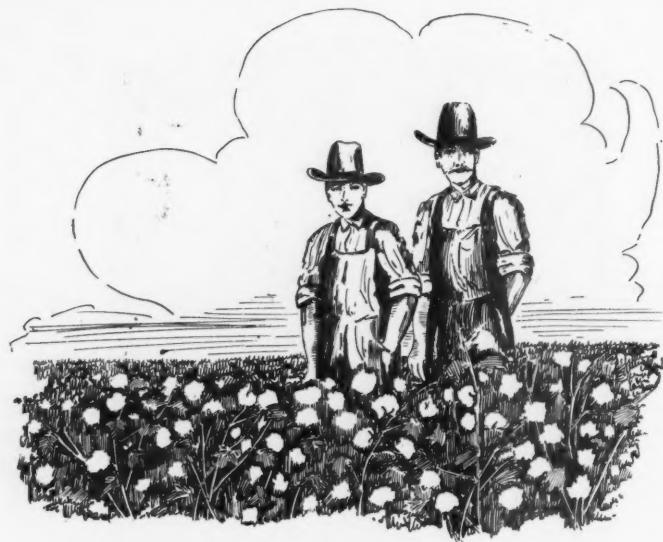


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This is positive proof of the enduring quality of Wheary Wardrobe trunks. The trunk shown above is regular stock and sells for \$59.50. After this extreme test it is still in good shape---and ready for any length trip.

*We are Exclusive Agents in Dallas for Wheary
Cushioned Top Wardrobe Trunks from \$34.50 to \$200*

PADGITT BROTHERS CO.



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THE "More Cotton on Fewer Acres" contests, which constitute the biggest farm-improvement program of the decade in Texas, were inaugurated by this institution for just one reason and that is because cotton is the greatest single factor in the wealth of this community.

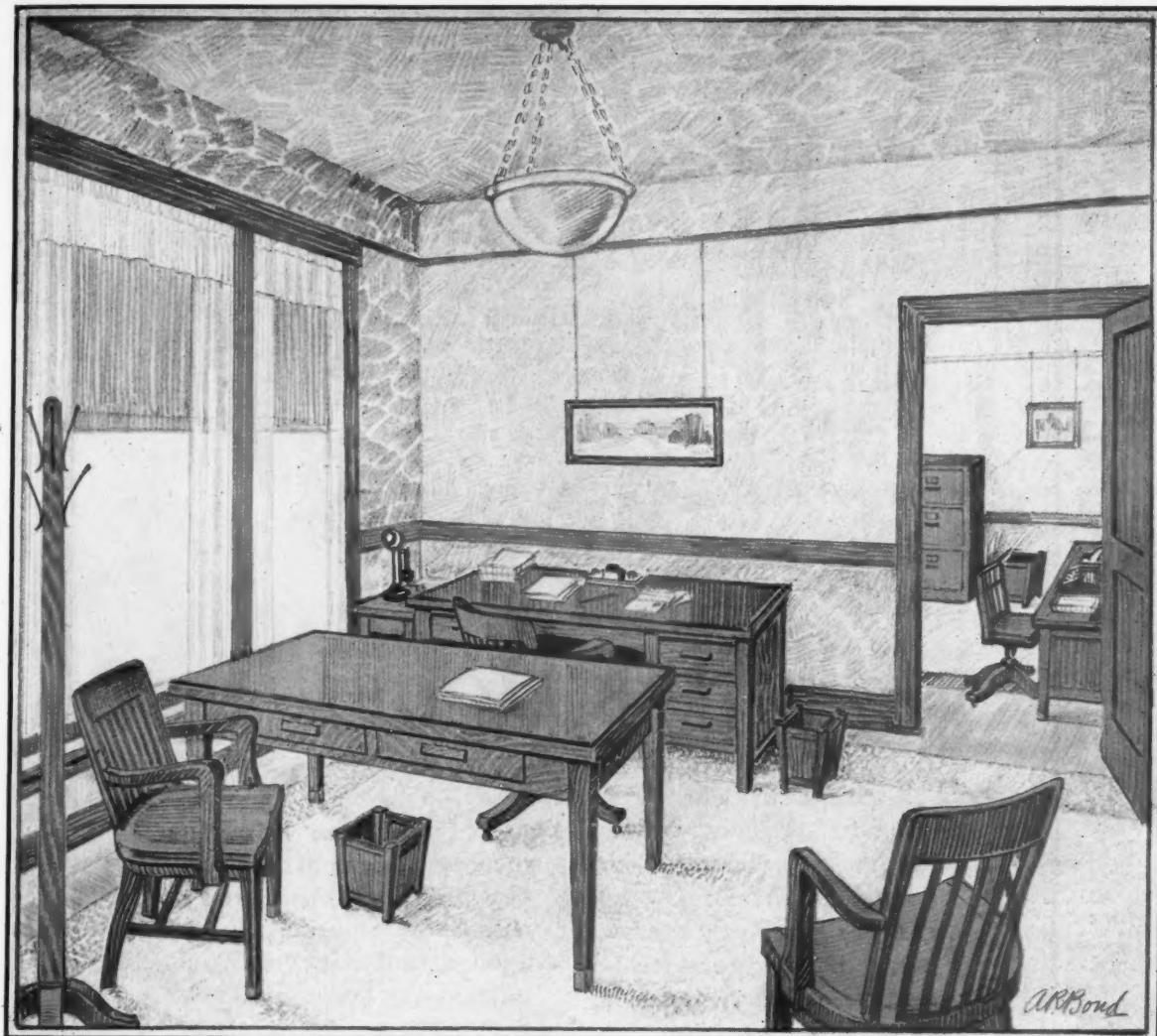
These contests are helping the farmers; they are also helping the bankers and the doctors and the storekeepers. In time their benefits must inevitably reach everyone.

The fundamental policies that govern all the works of this institution are strikingly exemplified by this undertaking.



The Dallas Morning News

Supreme in Texas



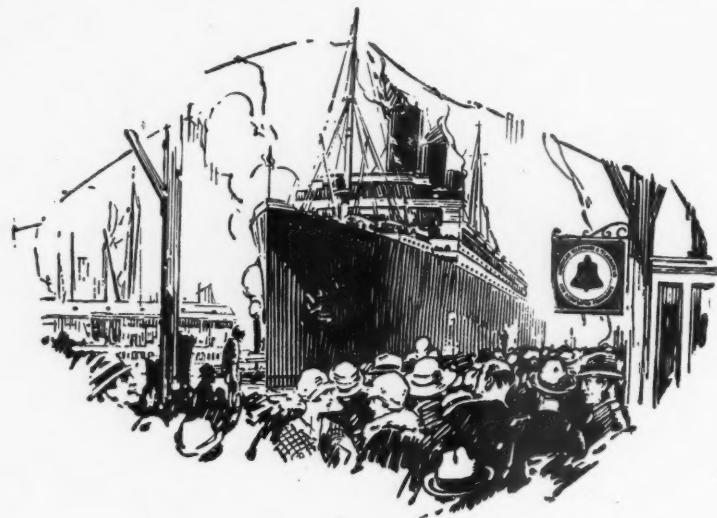
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"Every Office Need Supplied"

Simpson-Whiteman Co.

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Back Home

A CITY'S skyline thrusts itself up from the haze. Harbor craft shriek noisy, welcoming signals. The incoming liner slowly finds her berth. Cordage creaks; a gangplank is thrown out; and homecomers feel beneath their feet the reassuring touch of firm earth.

To some of the travelers the port is but the outer edge of Home. They must journey many miles—perhaps across the continent—in order to get to the places and the people

toward which their thoughts reach out.

But to these homing thoughts there is no barrier of distance. For America has a nation-wide communication agency that wipes out the miles as if by magic. Instantly it puts the traveler returned in touch with those whose voices he yearns to hear. To him the symbol of the Bell System's universal service is a sign that he is indeed "back home," however far from the nation's rim that home may be.

SOUTHWESTERN BELL TELEPHONE COMPANY

THE BELL SYSTEM IN TEXAS



UNITED FOR THE NATION'S NEED



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Interstate Commerce Cases
Rate Compilations
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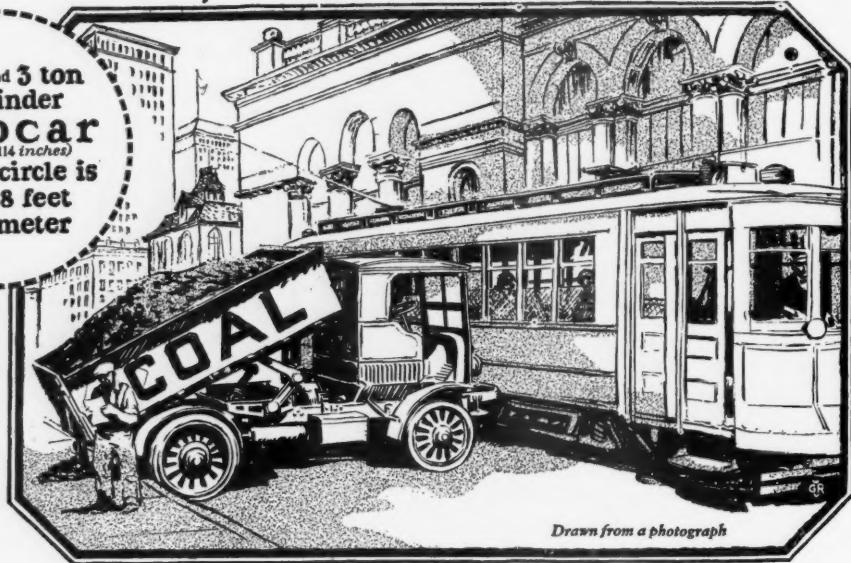
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J. M. Smith, Manager

Saved! Two minutes here; three minutes there.

The 2 and 3 ton
4 cylinder
Autocar
(wheelbase 114 inches)
turning circle is
only 38 feet
in diameter



Drawn from a photograph

WHEN the cost figures for the year are made up, Autocars show a definite saving in dollars and cents because of their distinctive short wheelbase handiness.

Winding through thick traffic Autocars don't have to wait for big open-

ings. When it comes to a delivery or pick-up in tight places, Autocars can maneuver in a surprisingly small area.

Even after the day's work, Autocar short wheelbase saves money, because Autocars require less garage space.

Autocar Sales and Service Company of Texas

2701 Main Street, Dallas

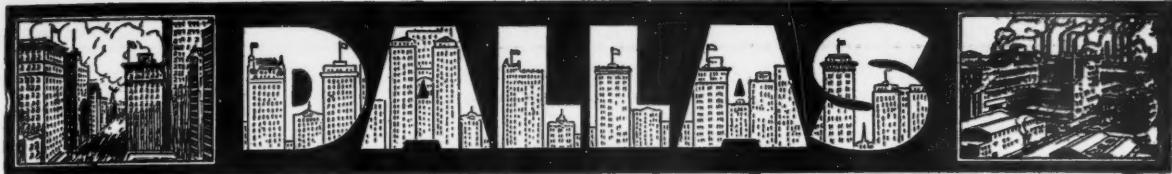
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Direct Factory Branch of The Autocar Company, Ardmore, Pa., Established 1897
Branches in 50 Cities

Autocar

gas and electric trucks

EITHER OR BOTH - AS YOUR WORK REQUIRES



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 4

October, 1925

No. 10

Dallas Entertaining Many Conventions

Vastly Increased Hotel Facilities Big Asset in Drawing Thousands of Visitors

DALLAS, with vastly increased hotel facilities, now exceeding those of any city of similar size in the Nation, save possibly resort cities, will have in 1926 the greatest convention year in its history. More national conventions have been booked than for any preceding year, and several others are in prospect. A good crop of Southwestern, State or district conventions also has been garnered, and the decision on several other important ones in this field is in the hands of executive committees.

This statement comes in the face of a total of slightly above 200 conventions or other important events bringing visitors to Dallas throughout all of 1926, which is more than for any preceding year. Among the national conventions for 1926 are those of the American Medical Association, American Association of Petroleum Geologists, American Institute of Banking, National Pan-Hellenic Congress, American Radium Society and Jewish Consumptives' Relief Society. As this is written a delegation from the Dallas Traffic Club, headed by W. H. Hitzelberger, Jr., has gone to Louisville to attempt to secure the 1926 spring convention of the National Association of Traffic Clubs. Continued efforts are being made to secure the 1926 convention of the American Cotton Manufacturers' Association, the American Society for Municipal Improvements, and several others. An aggressive fight will be waged at Memphis in December to land the 1926 General Conference of the Methodist Episcopal Church, South, which would have a large attendance and would last a month. W. C. Everett is chairman of the committee in charge of the campaign. The executive committee of the Texas Pharmaceutical Society will be held in Dallas this month to decide on the next convention city, and Dallas has in a strong invitation.

Working For Big Conventions

FOR a long while Dallas has been at work on plans to secure the convention of the Department of Superintendence, National Education Association, for February, 1927, Dr. Norman R. Crozier, Superin-

Officers of Southern Medical Association



DR. STEWART R. ROBERTS, Pres.
Atlanta, Ga.



C. P. LORANZ, Secy.-Mgr.
Birmingham, Ala.

tendent of the Dallas schools, being one of the committee of five to choose the convention city. It has an attendance of from 10,000 to 12,000. General Manager Charles Saville, of the Chamber of Commerce, accompanied by a large delegation from Dallas, headed by Don Sterling, president, and the North Texas Association of Life Underwriters, and W. H. Painter, went to Kansas City last month to invite the National Association of Life Underwriters for 1927. These are but a few of hundreds of convention prospects which have been given attention by the Convention Department of the Chamber of Commerce, co-operating with local interested groups.

New Conventions Announced

SEVERAL valuable conventions for Dallas in 1926 recently have been announced the past few weeks. Postmaster John W. Philp presented the invitation and secured the Texas Postmasters' Convention. Charles A. Mangold, exalted ruler of the Dallas Elks' Lodge, Otto Lang and others attended the Elks' executive meeting at San Antonio last month and landed the State Elks' Convention for Dallas the latter part of next April. An attendance of more than 2,000 is anticipated. The Southwestern Nurserymen's Association voted, at its last session in Oklahoma City, to hold its 1926 convention in Dallas in September, Otto Lang presenting the invitation. Dallas has secured the National Pan-Hellenic Congress for January, 1926, a four-day session. This is an organization of Greek letter sorority women. Mrs. Arthur P. Dyer is president of the Dallas branch.

Albert L. Reed, traffic counsel of the Dallas Chamber of Commerce, attended the Interstate Commerce Commission hearing in Chicago last month, and secured a hearing of the Interstate Commerce Commission for Dallas, beginning Dec. 2 and lasting two weeks. About 600 will be in attendance, coming from throughout the Nation.

Big November Conventions

SEVERAL important conventions are scheduled for November. Among these is that of the Southern Medical Association, Nov. 9-12, when an attendance of some 2,500 is ex-

(Continued on page 21)

Dallas Building Permits Soar Skyward



BUILDING permits in Dallas proper for September totaled \$2,252,934, bringing the total for the first nine months of the year to \$21,673,237.

This is an increase of slightly more than \$600,000 over the corresponding period of 1924. Highland Park's building permits for the first nine months totaled \$1,108,915, and these, with figures from University Park and other adjoining suburbs, would bring the total for Greater Dallas to around \$24,000,000 for the first nine months.

One of the largest permits granted last month was \$236,000 to apply on the new \$350,000 postal terminal building at Austin, Market, Wood and Young Streets. Alfred L. Alschuler of Chicago is the supervising architect, and the P. O'B. Montgomery Construction Company is the contractor. It will be 200x200 feet, two stories and basement.

\$5,000,000 Telephone Structures

A PROJECT ranking with the \$5,000,000 Santa Fe Terminal is the series of three buildings announced by the Southwestern Bell Telephone Company. These buildings are to be erected if the City Commission permits the company to take over the franchise of the Dallas Telephone Company. Approval of the transfer of the franchise has been given by the City in passing an ordinance which has passed two readings, as this is written.

The architect's plans call for a 10-story building, facing 200 feet on Wood and 100 feet on Akard Street, to be erected at once at a cost of \$2,000,000. The second unit will be erected on the site of the present telephone exchange, Jackson and Akard Street, and will cost \$1,500,000. The third unit is to be erected on the top of these two units, and at a cost of \$1,500,000. These buildings will be used as headquarters for the Southwestern Bell Telephone Company in Texas as well as Dallas.

Big Construction Projects

SEVERAL other large construction projects are scheduled to start soon. Sites are being cleared for the \$1,500,000 Cotton Exchange Building and for the Sanger and Finley apartment hotels. The latter two are located on South Ervay Street. Their combined cost will be about \$1,500,000.

Work has been started on the 3-story and basement factory and office building of the Southern Fountain and Fixture Company, at 1900-6 Cedar Springs Road. It will be of fireproof construction and will cost

about \$65,000. The R. H. Gamble Company financed the enterprise, and W. G. Davis is the contractor.

Adolphus Arcade to Start

WORK will be started about the middle of October on the Adolphus Hotel Arcade, which will serve as a Main Street entrance to the Adolphus, it is announced by R. B. Ellifritz, managing director. Plans and specifications were prepared by Ralph Bryan and Walter C. Sharp, Dallas architects. Henger & Chambers are the builders. The arcade will front 50 feet on Main, adjoining the Andrews Building on the left, and will be 100 feet deep. It will be two stories high, and will cost \$100,000. A marble stairway will lead from the Arcade to the senior lobby of the new 825-room Adolphus.

Community Chest Campaign Dates Nov. 4-11

OFTEN we become so accustomed to an idea—a plan—an institution—that we forget that others do not understand as we do how it came about or why it exists.

In a city that is growing as rapidly in population as Dallas it is not at all unlikely that there may be many to whom the Dallas Community Chest is merely a name—well vouch'd for, no doubt, but just a name.

The Dallas Community Chest belongs to the entire city of Dallas and not only to the people who are directly connected with it. It is an organization in which every man, woman and child has a responsibility.

It is only right that they should be acquainted with an institution of which they are a part.

Therefore this simple statement.

The Community Chest is an organization through which all the welfare agencies draw their funds for operation. In so doing each organization is dealt with fairly and squarely.

All organizations participating in the funds of the Chest join hands once a year and, with the assistance of the leading civic-interested citizens of Dallas who give their time without remuneration, put on one large campaign to raise funds for their work for the entire year. By changing from the individual drives for each organization to the one combined drive the cost of raising the funds has been cut from 30 to 7 per cent.

The Chest plan also saves time for everyone concerned. There are now twenty-eight agencies in the Chest which means that under the old plan there would have to be twenty-eight campaigns for money instead of one. With the new plan the merchants and

business men of the city are not annoyed over and over again and those in charge of the participating agencies do not have to devote their time to raising money instead of doing the work that is the business of their organization to perform.

One of the greatest goods that the Chest has accomplished has been the elimination of tag days in Dallas. Old residents of Dallas remember that in the past there were few weeks during the year in which there was not either a drive or campaign in progress or being planned.

Since we have had a Community Chest efforts have decreased, efficiency increased, and Dallas has learned the lesson of co-operation and brotherly love.

The third campaign of the Dallas Chest is to be held November 4 to 11 this year and plans are well under way to reach the goal and over this year. Everybody is going to be given another chance to help his unfortunate brother.

The agencies which will participate in the Chest fund next year are: The Boy Scouts of America, Camp Dallas Association, Camp Fire Girls, Camp Sterling Price (United Confederate Veterans), Civic Federation of Dallas, Community Improvement Association (colored), Dallas Child Guidance Clinic, Dallas County Humane Society, Dallas Baby Camp and Hospital, Dallas Kindergarten and Nursery Association, Dallas Street and Newsboys' Club, Dallas Tuberculosis Association, Girls' Recreation Camp (City Federation of Women's Clubs), Girl Scouts, Home Makers' Industrial School (colored), Hope Cottage Association, Recreation Camp for Orphan Children (Salesmanship Club Camp), Texas Howard Association, The Salvation Army, The United Charities, United Daughters of the Confederacy (Cemetery Work), United Spanish War Veterans, Young Men's Christian Association and Young Women's Christian Association.

Dallas County Worth More Than Ever

Dallas County tax rolls for 1925 place the assessed valuation of the property in the county at \$241,961,580. This is the highest mark ever reached in property valuation in this county. Since assessed valuations are on the basis of one-third the actual value this would place the true value of property in Dallas County at almost three-quarters of a billion dollars.

The total tax for this year will be \$4,112,242.74, this figure being \$92,446.53 more than the 1924 total.

Assessed valuations in 1924 were \$224,833,200 and the 1925 figures show an increase of \$17,128,380.

The State and county tax rate for 1925 is \$1.53 on \$100 valuation; the State rate being 77 cents, which is an increase of 2 cents over last year. The county rate is 76 cents, which is 10 cents less than in 1924.

What Texas Told New England

Editorial Note:—

The spirit of the Texan and the Dallas citizen when away from home was well exemplified by W. P. Peter, C. P. A., who was chosen to lead the discussion on Boosters' Night, September 11th, 1925, at Ye Longfellow Inn, located on Casco Bay, Portland, Maine.

Other guests who spoke in behalf of their native land were from Canada, the New England States, New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Indiana and Illinois; the address of Mr. Peter was as follows:



TEXAS was annexed to the Union on December 29, 1845, after having achieved her independence from Mexico; she was then an independent sovereign republic and retained the right to subdivide into five separate States, upon her own volition and without any action by Congress.

This mighty empire has been under the flags of Spain, France, Mexico, the Lone Star of Texas, the Stars and Bars of the Confederacy, and is now and forever under the most beautiful flag of the world—the Stars and Stripes, which, by the way, is now the oldest flag in the world.

The people of this great State have the spirit of the Alamo, Goliad and San Jacinto; they know not defeat, even though the last man should be slain; they know of no obstacle which may stay their progress; they have taken the prairies and converted them into gardens; they have made their own lakes and forests, which now rival the natural scenery of New England.

Give your Texas brother a bare rock and he will find the way to make it pay; give him an acre of river bed and he will find an oil well; give him a section of land and he will soon own the county, or will know the reason why; he sleeps not with the dead but is busy in making an empire for future generations.

Texas is fifth in population, being exceeded only by New York, Pennsylvania, Illinois and Ohio; more than one-half of its 5,000,000 people are within a radius of 100 miles of Dallas, the metropolis of Texas. Houston and San Antonio are contending with Dallas for first place, but Dallas has more manpower to the square foot than any city upon the face of the globe, and may the good Lord bless those who excell her spirit.

Plenty of Land

THE original Republic of Texas gave a good share of her territory to Oklahoma, Kansas, Wyoming, Colorado and New Mexico, and she yet has 264,000 square miles left, which, if cut into town lots 100 feet square, would provide ample space for a residence, garage, servants' house and garden for 683,800,000 people, or nearly two full lots for each inhabitant of the present civilized world.

Take a map of the States and drive a tack down at Texarkana, then cut

out Texas and you could swing it around down deep in the Gulf of Mexico, across into the Atlantic Ocean, around into Lake Michigan, and then into the Western States across to the Continental Divide.

You may take the whole of New England and throw it over into the center of Texas and then you could drive your automobile around for one week without finding its outer edge.

The State of Maine is about one-eighth the size of Texas; take the lumber section of East Texas, which is 100 miles wide and 300 miles long, and you have the approximate area of Maine; take the counties of Reeves,

Brewster, Jeff Davis, Culberson and Pecos, and you could nearly cover the great Pine Tree State, and have mountains 2,000 feet higher than Mt. Washington.

If Maine will consider a business proposition, let her transport Casco Bay, and a strip of land 50 miles square, to the north of it, down into North Texas, and the City of Dallas will pay to the State of Maine one billion dollars. What Dallas would do with it may be of passing interest: First, she would fence it in, and then tell the whole wide world about its wonderful beauty inside of thirty

(Continued on page 23)



This photograph was made in April, 1923, by Chas. E. Kain of Dallas, from his old home, 416 Oliver Street. The little cottage on the left, hiding behind the cottonwood trees, was Prof. Malcomson's school—now the site of the Little Theater. The growth of this section was hastened by the removal of the tracks on Pacific Avenue and the construction of the Medieval Arts Building. Soon the last remaining relics of these old homesteads and the stately oak trees will give way and fall in the sure path of Greater Dallas.

The Eyes of Texas Are Upon Us

The Opening of the State Fair Brings Holiday Spirit to Dallas

THE thoughts of every man—the dreams of every child—are turned towards Dallas. For the State Fair is almost here; with its coming can be heard the tramp of two million feet approaching its entrance gates.

For fifty weeks Dallas is just a thriving, forward-looking city. For the balance of the year, Dallas is Houston, San Antonio and the rest of Texas combined. No need to send the traveling men to see Bob Smith, the druggist out at Pecos, or Ted Jones, who sells dry goods down at Marshall. For their address will be Dallas, and the chances are they'll be looking at the sights of the Spanish Village, or weeping with the onions from the jet-black soil of Collin County.

"Lightnin'" will be running and the merry-go-round will be a flutter. There will be fun for the kids and for their dads as well. In the newly-decorated Automobile Building, sleek cars will be resting—their shiny paint and nickeled trimmings whispering to each unwary onlooker that the old bus outside is old enough and that it is time to buy another. The electrified energy of the football crowds—the shrill voices of the "take a chance" will all combine to make

even golf go stale while Texas is in Dallas.

"The Student Prince"

SHUBERT is coming from New York with his "Student Prince." This show will open the new auditorium, which every Dallasite has wanted to see. The play is hailed as the "biggest musical success of the century." For two years it has run in New York and for one year in the Windy City. Thirty beautiful maidens will dance to the lilting strains of Romberg's waltzes, and a cast of stars will help to make the ticket seller's life one busy time.

The old Coliseum, whose wide and empty spaces have been filled with the song and music of the immortals, will again this year house the agricultural exhibits. Here every Texan will have an opportunity to realize the enormous resources and diversified products of the Lone Star State.

Seven days of racing, with six races each day, will draw thousands of horse lovers and excitement seekers to the grandstand at the race track. The track is in fine shape and an excellent list of entries is expected.

Fourth Down—Two to Go

DALLAS will have an opportunity of seeing all the principal Texas football teams in action. On October

10th, A. & M. will try to trounce Sewanee. On the 13th, Baylor will tie up with T. C. U. Texas will play Auburn on the 17th, and Dallas' own Mustangs will mix it up with Oklahoma University on the 24th.

The Manufacturers' Building—always a good drawing card—will be filled this year with new and interesting exhibits. The Texas State Manufacturers' Association is in charge of the Texas Industrial Exposition. The manufacturing industry, whose volume last year exceeded in value the agricultural production of Texas, will be well represented.

A real "Old West" rodeo and rough-riding exhibition will be a feature of this year's Fair. "Rome Under Nero" will reconstruct the court of Rome, under the bloody rule of Nero. The spectators will view the excesses of his reign—his House of Gold—his meals of broiled peacocks' tongues, his fountains of perfume and his baths of milk. Massacres, combatting gladiators and the burning of Rome will add thrills a plenty to the gorgeous spectacle.

This is only a sketch of a few of the high-lights of the 1925 State Fair. From every point of view it will eclipse all former ones. There will be knowledge to be gained, thrills to be enjoyed and pleasures to remember.

Texas Near Top in Automobiles

Texas, with 848,661 motor vehicles, ranks sixth among the States. Texas has more automobiles than Louisiana, Arkansas, New Mexico and Oklahoma combined. The Department of Agriculture has compiled statistics which show that there are 17,716,709 motor vehicles in the United States. This is an increase of 13.9% over registrations of the previous year.

New York led in the number of motor vehicles with 1,404,653; California was second with 1,317,825, followed by Ohio, Pennsylvania and Illinois. Oklahoma has 420,000 motor vehicles; Louisiana, 190,896; Arkansas, 148,981, and New Mexico, 42,205.

Lower Taxes—More Money

Total income taxes collected in Texas for the fiscal year 1925 were \$28,885,747.79. In 1924 the taxes collected totaled \$28,295,285.81. The total taxes in Texas showed this increase in spite of the fact that the income taxes were higher during the fiscal year 1924 than they were in 1925.



In the Spanish Village at the State Fair

Scott Hotel Opens



THE 10-story Scott Hotel was formally opened on October 5th. This hotel is one of three operated by George C. Scott. The other hotels are located at Waco and Houston.

Hotel Is Modern

The hotel is ten stories and a basement, built of reinforced concrete and faced with cream brick. It is fireproof throughout. There are 160 rooms of uniform size, each being ten and a half by fourteen and a half feet. All bathrooms have built-in tubs, tile floors and the most modern fixtures. The establishment is elaborately furnished throughout with velvet carpets and mahogany furniture. The lobby is artistically finished with terrazzo tile floor and marble wainscoting.

An up-to-date coffee shop, with reasonable prices, will be operated in connection with the hotel.

The hotel is located within one block of the Union Terminal station.

Duke T. Segrest of Waco will be manager in charge of the new hotel, coming here from the Waco hotel, where he was manager.

The Scott Hotel here gives Mr. Scott three hotels in his chain, with a total capacity of 350 rooms.

Unique Feature of The 1925 State Fair

Among the many attractions of the 1925 State Fair, the Texas Industrial Exposition bids fair to be one of the best drawing cards.

Within the flag-draped confines of the Manufacturers' Building a miniature industrial city has been built. This tiny city—small as to size but gigantic in the industry it represents—will give an opportunity to Texas to view what Texas makes. This is the first time since the gin whistle awoke the cattlemen of the plains to the realization of a new era that the products of the looms and forges and derricks of Texas have been brought together to make a comprehensive exhibit of the State's leading wealth producer.

Many of the exhibits will be of the action type. Miniature trains will carry the products of a great Texas bottling plant. Textile mills will show how cotton is transformed into overalls, shirts and clothing. Two afternoon newspapers will be reeled off fast presses, and clay will take form beneath the potter's hands.

The Texas Industrial Exposition is being held under the auspices of the Texas State Manufacturers' Association.



A Great Texas Institution's State Fair Exhibit

DALLAS' PERSONALITY

IT is easy to see why Dallas is a great city. I have been here several weeks and I have yet to meet a person who has not unbounded confidence in Dallas. Why, even your newsboys are boosters. I do not believe there is a city in the United States that can come as near showing a 100% booster population as Dallas can."

This was the statement of a visitor from the North at the Chamber of Commerce recently. If you will think it over, you will recall that he is right. Occasionally you find a Dallasite who is dissatisfied with conditions over the country in general, but all of them feel that Dallas is at all times as well or better off than other cities.

The personality of a city is as definite an asset as the personality of an individual. Unbounded confidence and courtesy are keynotes of Dallas' personality. Men and women of character, industry, thrift and enterprise give to the city in which they live a personality that attracts both citizens and business, for the city is a true reflection of the lives and aspirations of its people. But how much more vital and magnetic is this personality when it includes, as in Dallas, unbounded confidence, imaginative foresight, ebullient enthusiasm and courtesy—courtesy alike to friends and strangers.

During the State Fair, which is now on, Dallas is host to thousands from throughout the Southwest and

scores from various parts of the Nation. Many of them will see Dallas for the first time. First impressions are strongest. Let none of us answer the chance questions of a stranger with ill grace. We are Dallas; YOU are Dallas. The visitor of today is the potential citizen of tomorrow.

Let us cultivate to the utmost this most valuable and yet cheapest asset—COURTESY, for which Dallas is already famous. Let the visitor sense the magic DALLAS SPIRIT which fires enthusiasm and is the outgrowth of belief in the city that inspires it; the force that has shaped out heaven-stabbing skyline, that has catapulted Dallas from 86th to 42nd city in size in the Nation in the past twenty years; the force that creates perfect teamwork and will render the onward march of Dallas irresistible.

Old Colony Club for Dallas

A Dallas branch of the Old Colony Club will be opened in the Adolphus Hotel shortly and a campaign instituted for members, according to word received by R. B. Ellifritz, managing director of the Adolphus. The Old Colony Club has branches in all leading American cities and in nine foreign cities. The decision of the Old Colony Club means the organization considers Dallas one of the major cities of the world, as only most important cities are considered. No Old Colony Club is now located in the Southwest.



"Powerhouse of the Famous Dallas Spirit"

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR
M. L. BOHAN, Asst. EDITOR
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Vol. 4 October, 1925 No. 10

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Automotive Trades Assn.—Frank H. Stephenson, Pres.; J. H. Connell, Exec. Secy.

OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone X-5425

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ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

J. W. A. Vesper to Address Chamber

THE Directors of the Chamber of Commerce are glad to announce that F. W. A. Vesper of St. Louis, former president of the Chamber of Commerce of that city, will address a membership meeting of the Chamber of Commerce, in co-operation with the Kessler Plan Association, Rotary Club, Real Estate Board and Junior Chamber of Commerce, with members of other business men's service clubs invited. The luncheon will be held at noon, Wednesday, Oct. 21, at the Baker Hotel.

Mr. Vesper formerly was a resident of Dallas. He was most active in the campaign through which St. Louis voted an \$87,500,000 bond issue for carrying out the St. Louis city plan and related civic projects. He will describe this campaign and plan in detail. This will be one of the series of Greater Dallas membership meetings of the Chamber. One of the chief recommendations of the Twenty-five Year Program Committee of the Chamber, of which Frank L. McNeny is chairman, pertained to city plan activities and methods of financing them. Hence this address by Mr. Vesper is particularly timely and appropriate.

Annual Meeting Dec. 8

The annual meeting of the Dallas Chamber of Commerce will be held Tuesday, Dec. 6, as provided under the constitution and by-laws. Directors of the Chamber wish to call particular attention to the meeting, as it will be the first to be held under the new amendment whereby directors are chosen by mail ballot, and the election confirmed at the meeting.

Membership Committee Honor Roll

Membership Committeemen responsible for five or more new members to the Chamber of Commerce:

RAY SHELTON	Shelton-Chevrolet Company
	Automobiles
W. MARION NEWMAN	Commercial Printing & Letter Service
	Company
L. S. DICKASON	Advertising-Direct-By-Mail
	Linz Bros.
	Retail Jewelers
HAROLD VOLK	Volk Bros. Company
	Shoes—Retail
FRANK SEAY	Mosher Steel & Machinery Co.
	Iron and Steel Products
KING DUGGAN	The Davis Hat Company
	Hats and Caps—Wholesale
F. H. KIDD	Graham-Brown Shoe Company
	Shoes—Wholesale

A Builder Passes

T RIBUTE to Alexander Sanger, who died Sept. 13, was paid in a resolution adopted by his brother directors of the Chamber of Commerce. Charles L. Sanger later was elected to fill the vacancy on the Board caused by the passing of a man whose life has been linked with the development of Dallas since its pioneer days. Following is the resolution:

"We, the Directors of the Dallas Chamber of Commerce, wish to pay the sincerest tribute to Alex Sanger, by whose recent death Dallas has lost a man whose character and personality have perhaps contributed more than those of any other man to the development of this city.

"A Dallas pioneer, he was one of the founders of the Chamber of Commerce. He served for many years as a Director, and he was a former president both of this institution and its predecessor. We shall miss his wise counsel, ripened by years of experience, but always offered with quiet modesty; we shall miss his unwavering spirit of optimism and confidence; we shall miss his faithful and untiring service in the interest of the public good. In substance as well as in effort, he was always a faithful contributor in advancing the work of this organization.

"While he has been successful in building a business institution known throughout the Nation, and one which has contributed so materially to the high rank of Dallas as a business center, this was but one phase of his greatness. By every other standard by which a great man is measured, he truly met the mark, and his name will be forever linked with all that Dallas now is or will be. He was a most generous man, a most sincere friend, a most loyal citizen, a man whose achievements and integrity have served and will serve for years to come as an inspiration to the young manhood of Dallas and the Southwest.

"In the passing of Alex Sanger, we, the Directors of the Dallas Chamber of Commerce, realize we have lost a sincere and valuable friend. We sorrow with his bereaved family and business associates, but with them we feel that we can at least draw some solace from the fact that Dallas is a greater and better city for his having lived in it, and that the splendid influence of the years he gave us will remain.

—Directorate Dallas
Chamber of Commerce."

Carey H. Snyder has been elected secretary of the Exchange Club, succeeding John L. Melvin, resigned.

Junior Chamber Completes Waiting Station

THE sweltering sun and torrential rains will not bother visitors coming to Dallas as they did before the completion of Ferris Plaza Waiting Station and Information Bureau. This attractive structure, located on the east side of Ferris Plaza, where travelers wait for street cars and interurbans, was erected through the persistent efforts of the Dallas Junior Chamber of Commerce. It was no mean task to get a meeting of minds of all parties concerned. The Park Board, the City Commission, and the various traction companies had first to be consulted and all differences smoothed out. The material with which the building was erected had to be secured, free of charge, from the various material men of Dallas. Money with which to hire labor had to be provided. But after many trips to many people and much persuasive talk on the part of the solicitation committee, all difficulties were overcome and the station was formally presented to the City of Dallas.

This presentation was made at a luncheon held under the sheltering roof of the new station on Wednesday noon, September 30th. It was a gala occasion for the Junior Chamber of Commerce. The Mayor and Commissioners were there, as well as the members of the Park Board. The material men that sponsored the erection of the Station were the guests of honor. C. O. Girard, the chairman of the Junior Chamber building committee, was the toastmaster of the day. Granville W. Moore, another member of the committee, made the formal presentation of the building by presenting the keys to the building to Mayor Blaylock.

The Mayor accepted the gift to the City with thanks to the enterprise of the Junior Chamber of Commerce. He turned the keys over to R. L. Miller, of the Northern Texas Traction Company, as the representative of the traction companies that will assume the burden of operating the station.

An attractive electric sign has been erected on top of the Station, advertising the information bureau that will be maintained in the building. The traction companies have agreed to keep a man in uniform there every day to give out information about Dallas, telling strangers how to get to the points that they want to reach and extend the glad hand of welcome to all visitors to the city.

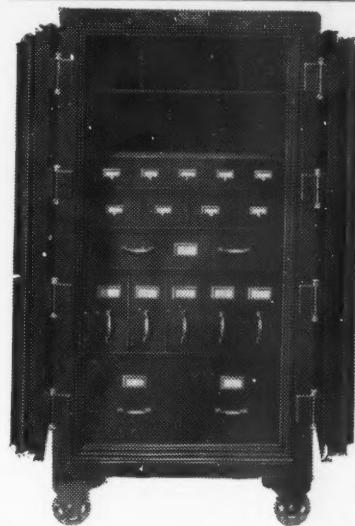
The building represents an investment of \$6,500 by the people of Dallas in putting a welcome sign at our front gate. It will prove to be a boon to all careworn travelers coming into Dallas for many years. It

will be a monument to the far-famed hospitality of our city and the generosity of our citizenship.

A bronze tablet is being prepared and presented to the Junior Chamber, bearing the names of all who gave of material, money, or services, toward the completion of the structure. The tablet bears the following names:

Acme Brick Company—Brick.
Atlas Metal Works—Roofing.
Austin Brothers—Metal Work.
Barrett Roofing Company—Roofing.
Baxter Lumber Company—Lumber.
Blue Diamond Company—Mortar.
Booth Lumber & Loan Company—Lumber.
Burgher Lumber Company—Lumber.
Buell Lumber & Mfg. Company—Millwork.
Burton Lumber Company—Lumber.
Calder, C. E.—Money.
City Planing Mill—Millwork.
Clem Lumber Company—Lumber.
Cowser Lumber Company—Lumber.
Dallas Sash & Door Company—Doors.
Dallas Lumber Company—Lumber.
Davis-Johnson Lumber Company—Lumber.
Dallas Power Light Co.—Electric Fixtures.
Dallas Railway Company—Money.
Dallas Roofing Company—Roofing.
Dallas Transfer Company—Drayage.
Edwards Mfg. Company—Metal Ceiling.
Ferris Brick Company—Brick.
Fraser Brick Company—Brick.
Groves-Barns Lumber Company—Lumber.
Griffiths Lumber Company—Lumber.
Greer, A. A.—Plaster.
Herget Stone Company—Cut Stone.
Higginbotham-Bartlett Lumber Co.—Lumber.
Hoover Hardware Company—Hardware.
J. A. Pitzinger—Architect.
Hollifield, H. R.—Drayage.
A. C. Horn—Floor Hardening.
Jenkins, Cobb & Massey—Lumber.
Lingo Lumber Company—Lumber.
Long Star Brass Foundry—Bronze Tablet.
MacAfee & Sons—Metal Lath.
Mayfield Lumber Company—Lumber.
Maple Lawn Lumber Company—Lumber.
Miller Gravel Company—Gravel.
Mosher Steel & Machinery Company—Steel.
Moroney Hardware Company—Hardware.
Moore & Company—Cement.
New Process Roofing Company—Roofing.
North Texas Traction Company—Money.
Oak Cliff Planing Mill—Millwork.
Oldham-Summers Lumber Co.—Lumber.
Owens Lumber Company—Lumber.
Pittsburgh Plate Glass Co.—Paint and Glass.
Smith & Rawlins—Tin Work.
Stanfill, L. W.—Concrete Work.
Southwest Lime Company—Lime.
Superior Electric Company—Wiring.
Synthetic Stone Co.—Ornamental Stone.
Temple Lumber Company—Lumber.
Texas Electric Railway Company—Money.
Trinity Lumber Company—Lumber.
Vilbig, John W., Jr.—Gravel.
Wyatt Metal & Boiler Works—Tin.
Inge Construction Company—Contractor.

The committee that had charge of this activity for the Junior Chamber was composed of C. O. Girard, chairman; Granville W. Moore, Roy Autry, Eugene McElvaney, and Ted Jones.



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printed on the door of every
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gate.



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Dallas---Where Castles of Com

This remarkable view of Dallas was made by P. H. Hebert, aerial photographer of Dallas. The picture was made on September 4th, and at an elevation of 1400 feet. The speed of the plane was 70 miles an hour, and the exposure given was 1/1500 of a second. This photograph

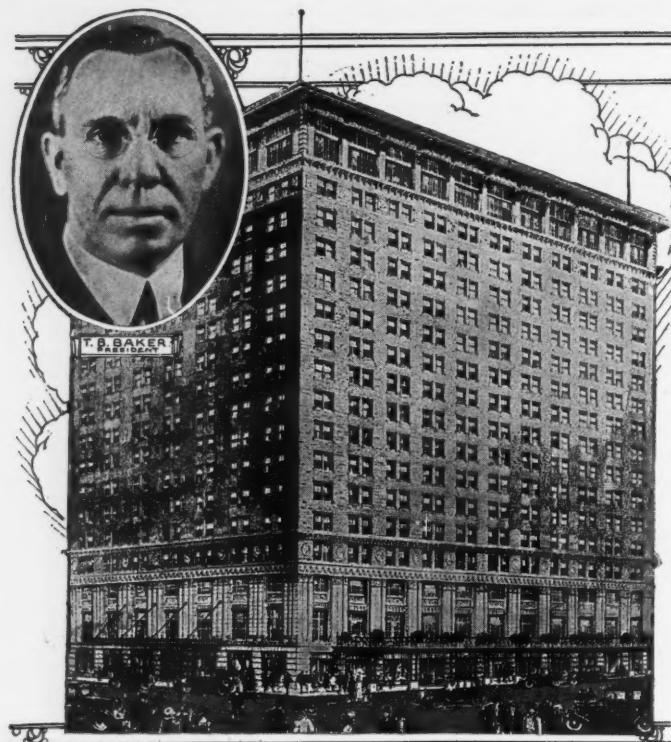
shows the
White F



of Commerce Tower Skyward

—Photo by P. H. Hebert.

shows the entire skyline of Dallas from the Union Station to the City Hall and from the Cotton Belt yards to Southern Methodist University. White Rock can be seen in the upper right hand corner.



700-Room Baker Hotel Opens

THE Baker Hotel of Dallas is the new 700-room addition to the Baker Hotels of Texas, completed at a cost, including site, building and furnishings, of \$5,500,000, and representing one of the most modern and complete hotel plants in the South.

It is located on the corner of Commerce and Akard Streets, extending through to Jackson, on the former site of the old Oriental Hotel—which, by curious coincidence, was formally opened on the 9th of October, 32 years ago. The Baker opens with an informal dinner-dance, on the 9th of October, 1925.

The building is of reinforced concrete construction, faced with terra cotta for the first three floors, brick and terra cotta for the fourth, brick for the next eleven, brick and terra cotta for the sixteenth, and terra cotta for the seventeenth and eighteenth floors. From the sub-basement to the roof of the penthouse is 238 feet. It covers a space of 222 feet by 152 feet, on the ground floor, but provides for the addition of 500 more rooms above the Convention Roof, on the third floor, in the future.

The building contains 687 guest rooms, seven private dining rooms, a main dining room, coffee shop and cafeteria, convention room with a seating capacity of 1500 persons, a roof garden with a seating capacity

of 2100 persons, a broadcasting studio, an exceptionally large mezzanine lounge, a foyer, lobby arcade, extra large lobby, ten retail shops, beauty shop, kitchens, laundry, and other service rooms of a modern hotel.

It is equipped with circulating ice water, valedors, six high-speed elevators, has its own artesian water, a kitchen capacity of 7,500 meals per dining period, and other features in keeping with these.

The property is owned by the Baker Hotel Company, and the hotel will be operated by the Baker Hotels, as the fifth in this important chain. Construction started on the 26th of November and the hotel will be opened to the public on the 9th of October, less than a year later. The Gilsonite Construction Company, the Gene General Contractors, and 90 per cent of the subcontracts for construction, for the furnishing, equipment, and supplies for the hotel were let to Dallas firms—a remarkable tribute to the standing of this city as a wholesale and jobbing center.

The concrete was poured for the first floor of the hotel on the 12th of February. On the 7th of July the last on the nineteenth floor of the building. For sixteen weeks without a break, C. L. Shaw, the concrete contractor, poured a floor per week. Since the building started, only one and a half days were lost from work on account of bad weather, and not one hour has been lost to date, on ac-

count of delayed material, labor trouble, or disagreements between builders, contractors, subcontractors, or any of the related trades.

Thus far not a single man has been killed or any one seriously injured in the construction of the building. There has not been a damage suit or a court action filed in any connection with the building. At a loss of more than \$100,000, the hotel moved back 20 feet on Akard Street to permit the widening of that important street, in accordance with the Kessler Plan for the city of Dallas.

Since the start of the selection of the operating staff, only one change has been made in the entire personnel originally picked, and the hotel will open October 9th, under the most favorable conditions possible in relation to public interest and feeling.

Dallas News Celebrates 40th Anniversary

On October 1 The Dallas News came out with a 56-page issue celebrating the 40th anniversary of its founding. The Dallas News, published by A. H. Belo & Co., traces its lineage directly to the Galveston News, started in 1842, when Texas was a Republic. When The Dallas News first saw the light Dallas had a population of but about 20,000, while now it is well above 250,000. The constructive policy of The News, throughout the years, in the interest of Dallas and the entire Southwest, has played no small part in this increase in population, and the development of the city along all lines, which would be implied.

This issue of The News is of inestimable value from an historical standpoint, as it was compiled after long and careful research, and both in figures and photographs contrasts the Dallas of today with that of four decades ago. President George B. Dealey and other officials of The News are receiving messages of felicitation from other publications and individuals and firms from throughout all Texas and the entire Nation.

Linz Heads Sanger Bros.

Clarence E. Linz, Dallas business man and capitalist, has been elected president of Sanger Bros., succeeding the late Alex Sanger, who died on September 13.

Mr. Linz is one of the best known business men in the Southwest. In 1911, with several associates, he organized the Dallas Automatic Telephone Company, which later merged with the Bell Telephone Company. In this merger Mr. Linz became a director of the Bell Telephone Company.

Mr. Linz is active first vice president and treasurer of the Southland Life Insurance Company. He is vice chairman of the Federal Reserve Board; half owner of the American Rio Grande Land and Irrigation Company and is associated with many civic and business organizations of Dallas.

Open Forum Program Announced

The Dallas Open Forum will offer an unusually attractive program during its seventh season, beginning Sunday, November 1st, at 3 p. m. in the City Hall auditorium, and continuing weekly until the last Sunday in March.

All Forum sessions are free to the public and citizens in and out of the city are most welcome.

The season's speakers now engaged are as follows:

Sunday, Nov. 1, 1925—Hon. F. W. Pethick-Lawrence, Member of Parliament, London, England.

Sunday, Nov. 8—Dr. Frederick Starr, for thirty years professor of anthropology at University of Chicago.

Sunday, Nov. 22—Dr. Louis Anspacher, noted in literature, philosophy and the drama.

Sunday, Nov. 29—Hon. Mabel Willebrandt, Assistant United States Attorney General, Washington.

Sunday, Dec. 6—Dr. Frederic Siedenburg, Dean of Sociology, Loyola University, Chicago.

Sunday, Dec. 13—Dr. B. R. Baumgardt, of New York and Los Angeles, scientist of national repute.

Sunday, Jan. 3, 1926—Frank Tannenbaum, Social Philosopher and Analyst.

Sunday, Jan. 10—Dr. Bruno Roselli, head of Italian Department of Vassar College and an authority on Italy.

Sunday, Jan. 17—Countess Catherine Karolyi of Hungary, whose democratic ideals were inspired by her husband's previous visit to America.

Sunday, Jan. 24—Dr. John A. Rice, formerly of Dallas, and an exponent of religious ideals.

Sunday, Jan. 31—Dr. Alexander Meiklejohn, president of Amherst University 1912-1923, and an ardent exponent of advanced ideals of education.

Sunday, Feb. 7—Dr. Felix Levy, of Chicago, whose philosophy of life was so eloquently expressed in Dallas last year.

Sunday, Feb. 14—Charlotte Perkins Gilman, Poet, Philosopher and Writer, who made a large circle of friends in her last Dallas Forum appearance.

Sunday, Feb. 21—Mrs. Forbes-Robertson Hale, one of the most sought-after women on the American platform today.

Sunday, Feb. 28—Dr. Arthur Bestor, President of National Chautauqua Assn., whose coming to Dallas always brings his many friends to hear him. Dr. Bestor's engagement is not definitely fixed at this writing, but seems assured.

Sunday, March 7—Dr. S. C. Schmucker, noted Biologist and Lecturer. His previous Forum appearance in Dallas met enthusiastic reception.

Sunday, March 14—Dr. Whiting Williams of Cleveland, one of the best and most favorably known students of Industrial Relations.

Sunday, March 21—Rev. John Haynes Holmes, pastor of the Community Church, New York City, and militant preacher of peace, love and justice.

Sunday, March 28—Dr. Earl Barnes. Dr. Barnes is one of the best beloved philosophers on the American platform, and returns to Dallas as a fitting valedictorian in a remarkable Forum season.

It will be observed that aside from the 16 outstanding Americans there are notable and authoritative speakers from England, China, Italy and Hungary.

The twenty sessions will present widely varying subjects—Politics, Internationalism, Economics, Labor, the Law, Religion, Philosophy, and numerous Sciences.

The usual period of nearly an hour will be given at each session for free discussion by the audience.

HT is the desire of this company to render a thoroughly dependable and satisfactory electric service for light, heat and power within the City of Dallas and the immediate adjacent suburbs.

We can not always defy the weather, but we do set *Perfection* as the ideal toward which to work.

We welcome constructive criticism.

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Corsicana Courtesy Cara- van Most Enjoyable

More than 100 Dallas people were on board the special interurban train that on Sept. 10th carried to Corsicana and towns enroute the second Courtesy Caravan of the season. The tour was sponsored by the Dallas Chamber of Commerce, with Otto Lang as general chairman. Concerts were given by the Dallas Municipal Band at Hutchins, Wilmer, Ferris, Palmer, Ennis, Alma, Rice and Corsicana. At Wilmer and Ferris the excellent local bands also were at the station and furnished music. Delightful refreshments were served the Dallas party at Ferris and Palmer. Short addresses were given by various Dallas men, in response to addresses of welcome at the various towns. Parades were made at Ferris, Palmer, Ennis and Corsicana, and mot on pictures were taken.

Lunch was taken at Corsicana, arrangements having been made by the Corsicana Chamber of Commerce, Oscar C. B. Nau, secretary. Good will for Dallas was expressed by J. M. Dyer, president of the Corsicana Chamber, Congressman Luther Johnson, Mayor John S. Murchison and other Corsicana speakers. Response was given by Judge Dexter Hamilton of Dallas, former Corsicana resident, Otto Lang, Charles Saville, John W. Carpenter, Judge J. L. Burgess, and other Dallas people. The Caravan presented an elephant of gold, filled with rare perfume, to Mayor Murchison, as a memento of the occasion. The gift was donated to the committee by Herman Philipson, of the Neiman-Marcus Co. Ice cream was furnished on the interurban by the Smith Ice Cream Co., and cold drinks by the Keen Kola Manufacturing Co., both complimentary.

The trip to Corsicana largely partook of the nature of a homecoming of former Corsicana residents, now citizens of Dallas, Corsicana having been a large contributor to Dallas' population.

—o—

Dallas Proud of Ball Team

The Dallas Steers, local entry in the Texas League, made a splendid record the last half of the split season, tying Fort Worth for first place, which necessitated a play-off. While Dallas lost this, they put up a good fight, although handicapped severely by injuries to players. The team was under the management the last half of the year of John ("Snipe") Conley.

—o—

May Put Mill Here

A large mill may be erected in Texas by the William Carter Company, underwear manufacturers, it was stated by William Carter, of Boston, president, upon a visit to Dallas last month. The concern, which is an \$8,000,000 business, operates on an open shop basis. He said he thought Texas the logical location for a mill and he has been inspecting sites.

Dallas to Hear Will Rogers and DeReszke Singers

All of our readers who heard the DeReszke Singers when they were here the past year will be delighted to learn that they will return to Dallas for a concert at Fair Park Auditorium on the night of November 13. This famous quartet will have even more interest for Dallas since a Dallas singer, Harold Kellogg, recently joined them. Fun lovers as well as music lovers will have their inning in the entertainment, since the imitable Will Rogers, the rope-twirling humorist of "Follies" fame, will share honors in making a nicely balanced program. D. L. Whittle is again presenting the attraction. Hardesty Johnson, tenor with the quartet, which has sung throughout Europe, is a nephew of Mr. and Mrs. Whittle.

An example of the kind of stories that Rogers tells was carried in his recent announcement of his "barn-storming tour." He went on to say how his manager, Charles Wagner, used to work with Sam Jones, the great evangelist, and that Wagner had told him the story:

Sam Jones was approached at the end of one of his services by an old colored woman, who shook hands with him and said:

"Brudder Jones, you sho is a fine preacher. Yes, sir. You is everybody's preacher. You de white folks' preacher and de Niggers' preacher and everybody's preacher. Brudder Jones, your sk'n is white, but thank de Lord, your heart is des as black as any Nigger's."

—o—

Dallas Golfers Win Fame

Dallas, the leading golf center of the Southwest, with its 16 courses, became even better known in the golf world this season—or rather year, as the golf season runs 12 months in Dallas—through the performance of two Dallasites. Harry Cooper, 21-year-old pro, twice the Texas State pro champion, went to the semi-finals in the National Professional Golfers' Association last month, and was eliminated by no less an individual than the great Walter Hagan, who won the tournament. They were all square at the end of the first 18 holes, and Hagan won by only 3 and 2. If Harry Cooper, who is the son of Syd Cooper, professional at Tennyson Park, continues to improve as he has the past few years, there are few local golfers who do not believe it is but a matter of time before he will be the world's champion.

The other Dallas citizen to bring fame to this city was Mrs. Elaine Rosenthal Reinhardt, who for the third time has won the Woman's Western Golf Association title. As Miss Elaine Rosenthal of Chicago, before her marriage to a Dallas man, she had won high golf laurels, and she continues to win after moving to Dallas several years ago.

Conventions Prefer Dallas

(Continued from page 9)

pected. The Chamber of Commerce this month is sending a letter of invitation to 6,000 members of the Association, and has co-operated with the Dallas County Medical Society in getting out various publicity stories. Dr. H. Leslie Moore is general chairman of the local committee in charge of arrangements. Five affiliated conventions meet with the Southern Medical Association.

Various local committees have been named in connection with the convention of the Texas State Teachers' Association, to be held here on Thanksgiving Day and the two days following. An attendance of around 8,000 is expected, making it the largest State convention held in Texas annually.

The Southwestern Cleaners and Dyers' Association will hold its convention here Nov. 16-21, with an attendance of 350 anticipated. Altogether, 18 conventions for Dallas have been listed for October and 15 for November, although several of these will bring only about 50 to 100 people each. A convention held the first part of October, while not so large in numbers, was of utmost importance throughout the Nation. It was the executive conference of the Associated General Contractors of America, with leading builders from every State in attendance. The Texas League of Women Voters holds its convention here Oct. 13-15. The Texas branch of the League of Nation's Nonpartisan Association will meet here Nov. 26-27, the decision having been reached within the past few weeks.

—o—

Little Theater May Play In New York

The Dallas Little Theater is one of six theaters in the country invited to produce a play this winter in New York for a two-weeks run. The invitation was extended by George Cronyn, who is associated with Albert Boni, the publisher, in operating a model theater in lower Fifth Avenue.

If a suitable play can be found and cast the Little Theater will take its turn before the footlights of New York.

—o—

Hotel Man Joins Staff of Adolphus

After ten months as the manager of the Raleigh Hotel at Waco, Arthur M. (Artie) Compton assumed duties as assistant manager of the Adolphus Hotel. Prior to his work in Waco Mr. Compton was assistant manager of the Oriental Hotel under Otto Herold and was connected with that hotel in various capacities for twenty years. Mr. Compton organized the local chapter of the National Hotel Greeters' Association.

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Most of the best and largest firms in Dallas are our regular customers.

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SAVE MONEY

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Add to the efficiency of your sales organization by the employment of the proper kind of sales assistance. Practical sensible advertising will assist in breaking down the wall of sales resistance.

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Plenty To Amuse You

SPORTS—Dallas has 15 golf courses, nine open to the general public; scores of tennis courts and many baseball diamonds and swimming pools.

THEATERS—There are 37 theaters in Dallas offering the best moving pictures, stock shows and vaudeville. Take a stroll down Theater Row on Elm Street, you will find the show you like.

FISHING AND BOATING—White Rock, just outside the city limits on the Garland road, offers good fishing and fine boating. Bachman's Reservoir on Lemmon Avenue is another good place to try your luck.

AUTOMOBILING—Dallas County has over one thousand miles of good roads, and many short tours can be enjoyed. Visit the fine residential districts of the city, unsurpassed by any city the size of Dallas. The Dallas Chamber of Commerce and the Dallas Automobile Club will be glad to plan city tours for you.

MISCELLANEOUS—Go to the top of the Magnolia Building, the tallest skyscraper in the South; see the wonderful view of the Dallas skyline from the Oak Cliff Viaduct, the longest concrete viaduct in the world; take a spin through the clouds, arrangements can be made at Love Field, on the Lemmon Avenue road; visit the Dallas Zoo, one of the largest and best in the country, located in Marsalis Park, Oak Cliff; dine at the fine restaurants of Dallas, where the dishes of every country tempt the appetite.

Arthur A. Everts Honored

Arthur A. Everts, president of Arthur A. Everts Co., was highly honored in being the subject of an illustrated feature story in the October issue of Everybody's Magazine. The article showed that he has twice been president of the American National Retail Jewelers' Association, and also president of the Texas Association. Photographs of Mr. and Mrs. Everts were carried, together with views tracing the development of the Everts retail jewelry store into a million-dollar business. This is a decided honor for Mr. Everts as well as for Dallas, as it is said this is the first Dallasite ever written up at length by Everybody's.

Stewart Buys Southland

Maco Stewart, Sr., of Dallas and Galveston, has purchased, for \$875,000, the eight-story Southland Hotel. The property had been held by the Southwest National Bank, now the North Texas National. The hotel will continue to be operated by Fred McJunkin and W. H. Leftwich, under a long-time lease, and considerable in the way of improvements will be made at once.

Business Opportunities

Broker to handle packing house products in Dallas and vicinity. Refer to No. 174.

Manufacturer of electrical and engineering specialties wants local representative. Refer to No. 175.

Dallas representative wanted by Philadelphia manufacturer to sell centrifugal pumps. Refer to No. 176.

Denver manufacturer wants Dallas representative to handle "Rain Seals" for weatherproofing windows and doors. Refer to No. 177.

New York manufacturer of paper and paper bags desires broker in Dallas. Refer to No. 178.

Boston manufacturer of fly swatters wants Dallas broker. Refer to No. 179.

Manufacturer of externally operated switches and meter protective devices desires agent to cover Southwest, with headquarters at Dallas. Refer to No. 180.

Manufacturer of metal signs desires either salesman or advertising agency in Dallas to sell these products. Refer to No. 181.

Manufacturer of a disappearing roller window screen desires representative or building material company in Dallas who can cover the Southwest. Refer to No. 182.

Representative wanted to cover the Southwest for a line of steam turbines, reduction gears and centrifugal pumps. Refer to No. 183.

Manufacturer of farm lighting equipment desires Texas representative, with headquarters at Dallas. Refer to No. 184.

Advertising salesman to handle new product obtained by finishing colored engravings on wood. Refer to No. 185.

Grocery broker in Dallas to handle line of dried beans, peas, etc. Refer to No. 186.

Representative wanted for sale of fire hose to municipalities. Refer to No. 187.

Dallas distributor wanted for a knife and scissors sharpener. Exclusive agency. Refer to No. 188.

Representative, preferably with medical education, to handle special type of radium equipment. Refer to No. 189.

City in Rio Grande Valley needs expert hat cleaner and blocker. Refer to No. 190.

Representative for the Southwest, calling on municipalities, to handle nationally known line of fire apparatus. Refer to No. 191.

Texas Tells New England

(Continued from page 11)

days; next, she would charge visitors \$5.00 per head to look over the fence and then issue them a license to go in and enjoy it, at \$100 per head. It would pay handsome dividends on the investment, and treble in value inside of five years. The State of Maine has not yet realized the full appreciation of her enormous wealth in Nature's beauty which God gave it. Let Texas have it and she will show the State of Maine how to use it for a playground.

An Exporting Center

DURING the year 1924 the Port of Galveston topped the great Port of New York, measured by the value of exports; this fact was given out by the Secretary of Commerce for the United States and, therefore, must be a correct statement.

Texas is larger than either the original German Empire, France or Spain; she may easily house and provide for a population of 50,000,000 people and then entertain as many more for her guests. You do not need a passport to enter Texas—her gates are wide open and she bids you welcome.

Over one-fourth of the cotton crop of the world is produced in Texas; also, more than one-third of the cotton crop of the United States. Texas is first in the production of cattle, rice, sulphur and quicksilver, and a strong competitor for place in a variety of food products; furthermore, she has silver, gold, iron ore, coal and many other good things for your comfort.

Watermelons a yard long and weighing 100 pounds are not unusual; beets grow to size of a big wash tub and have attained the weight of 78 pounds. There are many other choice fruits and vegetables that grow so big that we dare not tell you of their size and beauty, for fear you might say—Liar!

A Real Subscriber

Shuttles Bros. & Lewis, wholesale jewelers, have subscribed for two hundred copies of "Dallas." These magazines will be sent to their customers in the States of Oklahoma, Arkansas and Louisiana. In the letter from this concern they stated that "Dallas" is one of the best mediums that the city has to sell itself to the world.

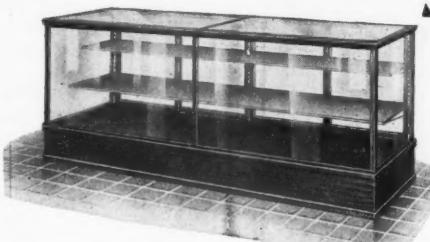
More Natural Gas

An additional supply of natural gas is assured Dallas industries and homes this winter through a contract negotiated last month between the Lone Star Gas Company and the Hall-Briscoe Corporation of Chickasha, Okla. Under the contract the Oklahoma concern will build a 16-inch pipe line from the Chickasha field to con-

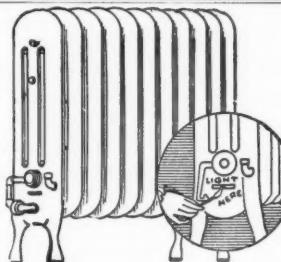
Show Cases

and
Modern
Store
Fixtures

From Manufacturer Direct to
You—at a saving in price and
freight.



SOUTHERN FOUNTAIN & FIXTURE MFG. CO.
DALLAS, TEXAS



"AUTOMATIC"
Gas-Steam Heating

Each radiator an independent steam-heating plant.
Odorless, Clean, Convenient Economical in Operation
Steam heat when and where you want it. A permanent investment at a low first cost.
No Boiler—No Basement

SOUTHWEST HEATING COMPANY
301 Melba Bldg. DALLAS Phone Y-1651
See our display, Exhibit Bldg., State Fair of Texas

LET NATURAL GAS
SOLVE YOUR FUEL
PROBLEMS.

Lone Star Gas Company
South's Largest Wholesaler of Natural Gas

ITA

"MADE IN DALLAS"
HEALTH AND ACCIDENT INSURANCE
Our \$200.00 Monthly Benefit, \$5,000.00-\$10,000.00 Accidental Death, Combination Health and Accident Accumulative Policy is a prime favorite with business and professional men.
Over \$1,400,000.00 in benefits paid to date.

INTERNATIONAL TRAVELERS ASSOCIATION, DALLAS, TEXAS
Price Cross, President Ben Haughton, Sec'y-Treas.

nect with the Lone Star Company's line in the Duncan field. The cost of the 30-mile line will be about \$750,000. The new line will connect with ten wells with an aggregate flow of 235,000,000 cubic feet of gas per day, and ten additional wells will be drilled as needed.

An even greater addition to the gas facilities of the Lone Star Gas Com-

pany will result from a new pipe line from the West Texas fields into Dallas, which the company will construct shortly at a total cost of \$5,000,000. Completion of the line will increase the Dallas gas supply 50 per cent, said R. A. Crawford, president of the company. The new line will connect with the gas fields around Breckenridge, Caddo and Gordon.

Eye Insurance

You carry fire insurance, life insurance, automobile insurance —how about eye insurance?

A pair of properly fitted glasses insures "perfect vision."

We know how to fit glasses.



Someone said—"Men are known by the company they keep"

In the publication "DALLAS" your advertising neighbors are the leading firms of the city, and the reading company they keep are men who are leaders in commerce, industry and finance.

Rates and particulars of available space from

EARL Y. BATEMAN
Advertising Manager, "DALLAS"
Chamber of Commerce
Telephone X-5425

Texas Leads in Combined Crop and Mineral Production

According to statistics compiled by the Agricultural Review, Kansas City, Texas leads the 15 States, each of which have an annual combined agricultural and mineral production, in excess of \$300,000,000, the following table being for 1923:

	Agricultural Wealth	Mineral Wealth	Total Wealth
1 Texas	\$1,064,000,000	\$249,000,000	\$1,333,000,000
2 Pennsylvania	268,000,000	823,000,000	1,081,000,000
3 Oklahoma	427,000,000	410,000,000	837,000,000
4 California	447,000,000	283,000,000	730,000,000
5 Illinois	459,000,000	244,000,000	703,000,000
6 Ohio	326,000,000	236,000,000	562,000,000
7 Iowa	475,000,000	36,000,000	511,000,000
8 West Virginia	76,000,000	358,000,000	434,000,000
9 North Carolina	415,000,000	7,000,000	422,000,000
10 Minnesota	302,000,000	111,000,000	413,000,000
11 Kansas	289,000,000	103,000,000	392,000,000
12 Kentucky	226,000,000	158,000,000	384,000,000
13 Missouri	321,000,000	62,000,000	383,000,000
14 Indiana	261,000,000	108,000,000	369,000,000
15 Michigan	242,000,000	101,000,000	353,000,000

Among the Manufacturers

C. T. Neitzel, general manager of the American Machine & Brass Co., 2302 Live Oak St., announces the consolidation of the Motor Products Corporation with his firm, which was formerly the American Machine & Novelty Company. Brass and aluminum furnaces are maintained by this company, who are manufacturing a complete line of automobile step plates in aluminum and radiator caps in brass, as well as general machine work.

Moore Brothers Electric Co. have recently enlarged their armature rebuilding plant at 1916 Young Street, and are building armatures on a quantity basis. They also are manufacturing storage batteries at the same address.

Baker & Hyatt Light'ng Fixtures Manufacturing Co., at 411-13 N. Beckley, have recently changed their name to Charles F. Baker Company. This firm is manufacturing ornamental lighting fixtures in white metal and bronze, as well as some metal novelties.

Vaughan Manufacturing Company, which has been operating at Elm and Good Streets for more than a year, has moved to Parry and Exposition, where they are substantially increasing their factory space and adding thirty machines to their plant. This gives them a total of 120 machines, employed in making overalls and other work clothing. This plant was started in Oak Cliff two years ago with four machines.

Wood working machinery and a sheet metal shop will be added to the plant of the Southern Airways, Inc., at Love Field in the near future, L. A. Winship, manager, announced

recently. With this equipment the Southern Airways will be able to build airplanes complete, excepting motors and a few standard parts. Machinery for working the spruce wood is now en route to Dallas and the other equipment will soon be shipped. This firm has been rebuilding planes, overhauling motors and doing general airplane repair work for some time.

With the opening of the Pope Brothers Manufacturing Co. plant at 1632 Bryan Street, Dallas has the only two factories in the Southwest for making printers' rollers, the nearest plant out of the city being located at New Orleans. E. G. and J. A. Pope are owners of the new plant. The other Dallas plant is Samuel Bingham's Sons, 1306 Patterson.

Hood Company Opens Its Second Dallas Branch

The Hood Rubber Company, of Watertown, Mass., has opened a second district factory branch in Dallas. The first branch, which has been located at 2304 Griffin Street for a number of years, handles the Hood tires and tubes only. The new branch, located at 807 Ross Ave., carries the Hood footwear goods consisting of rubber and canvas shoes, rubber shoes and boots, and rubber overshoes. This is the 12th direct factory branch, handling the Hood footwear, to be opened in the United States. The new branch will carry a complete stock of Hood footwear and will maintain a commodious display of these products for the convenience of buyers visiting the city. Five salesmen will travel out of Dallas for the new branch,

My Home Town

I am a community gem, an enchanted garden, a municipal monument to the civic genius of man. I am a beauty spot in the domain of the Lone Star. I am a city with more beauty than Venice, more culture than Athens in a land with more history than Rome. I am a part of the empire bought and paid for with the blood of Bonham, Bowie, Travis and Crockett. I am a city of homes where children play, on flowered swards, safe from the beaten path where surge the madding mobs. Where a Texas sunrise ties with threads of gold, huge bouquets of giant roses set on stems of bronze, where nature's silver throated opera stars sing their lays from the majestic monarchs of the forest. My structures are the handiwork of artist-designers, master craftsmen and painters whose tints were chosen from pallets splashed with the colors of the rainbow. Best of all I am a city of hearts as warm as the Southern sunshine that glints from my silken thoroughfares and friendly roofs. Within my confines the cosmopolite may find a domicile to match, in perspective and grandeur, his own, from whatsoever country or clime he may come. Staked, claimed and titled by hardy pioneers who had their part in the building of a great commonwealth whose history began with the Alamo and ends with the finale of time. Rare verdure has replaced the sea of waving grass, stately mansions the hut of the settler and the shout of childish laughter the drumming of the wild fowl, the yowl of the wolf and the scream of the panther. Majestic sentinels of brick and steel attest to the commercial genius of my citizens, church spires that pierce the azure dome are mute witnesses to their trust in God. I am a friendly city.

I AM DALLAS

—Southern Pharmaceutical Journal.

and the territory covered from Dallas will include all of Texas, Oklahoma, the southern half of Arkansas and the northern half of Louisiana.

I. C. Autry is manager of the new branch and L. G. Crisp is foreman in charge of the footwear department. Sell wholesale only. Phone X-4444.



“SAVE A SIXTH”

How many of your straight investments earn for you 16 $\frac{2}{3}$ per cent per year?

Your auto insurance premium will do this, if paid to the Employers Casualty Company—besides buying its full value in stock insurance. No assessment liability, of course. Local personal service.



Employers Casualty Company

Home Office---Interurban Building

Dallas, Texas

Phone X-7153



The Value of Color

In Advertising Matter

LEADING concerns who sell by mail have found that a color page, in which the merchandise is shown in natural colors, sells from five to fifteen times as much merchandise as when the same goods are shown in black and white only.

We have some pleasing examples of color work that we have done for manufacturers and jobbers in Dallas and other Southwestern cities. We would welcome an opportunity to show you these and discuss with you the proposition of lowering your selling costs by using color in your catalogues, booklets and folders.

PRIVATE BRANCH EXCHANGE Y-2122

JOHNSTON PRINTING & ADVERTISING COMPANY

“Everything in Printed Advertising,
from the Idea to the Finished Product”

MCKINNEY AT ST. PAUL

DALLAS

Many New Concerns for Dallas



IFTY-FIVE new concerns located in Dallas during the month of September. Among the new additions to the manufacturing industry of the city is the Hawthorne Roofing Tile Company, whose office and factory is located at Love Field. This concern manufactures roofing tile, the present capacity being 16% squares per day. C. P. Dodson, for many years connected with light and power companies in Northern Texas, is the manager of this new concern.

WEEK ENDING SEPTEMBER 5

Amason-Everett Advertising Agency, adv. agency, 1812 Athletic Club Bldg. X-8716.

Bond-Art Service Co., commercial artist; 1812 Athletic Club Bldg. X-7680.

Brown, Johnnie, produce and fruits; 2005½ Cadin St. Y-1401.

Correct Clothiers, Inc., 1215 Main St. Y-1298.

Builders' Architectural Service, architects; 513 Praetorian Bldg. Y-6228.

Drop-In Service Station No. 2, service station; 3435 Commerce St. Y-4698.

Globe Tailoring Company, tailors; 2322 Elm Street. Y-4714.

Hood Rubber Co., rubber shoes and boots, wholesale only; 807 Ross Ave. X-4444.

Jackson Book Store, books and stationery; 127 W. Jefferson St. C-5129.

Marsalis Pharmacy, druggists; 301 N. Marsalis Ave. C-5177.

Mortgage Acceptance Corporation; 805 Kirby Bldg. X-7267.

Oak Cliff Plumbing & Gas Fitters, 228 W. Jefferson St. J-8610.

Rosebud Institute, beauty parlor; 310 Wilson Bldg. X-5587.

Smith, J. R., real estate loans and rentals; 222 Merc. Bank Bldg. X-8647.

Thomas, H. E., radio supplies; 108 N. St. Paul St., Y-3613.

WEEK ENDING SEPTEMBER 12

Easley, R. T., Portrait Co., art company; 303 Simpson-Whitteman Bldg. X-6360.

Frances Knitting Mills, Inc., hosiery and underwear; 1303 Athletic Club Bldg. X-3908.

Gentry, Wet Wash Laundry, laundries; 1217 Floride St. U-2867.

Godley Oil & Gas Co., oil companies; 809 American Exch. Bldg. X-7638.

Haskell Tailors, 1714 N. Haskell Avenue. U-6034.

Hatitudrome, The, cleaners and dyers; 215½ S. Ervy St. X-5295.

Isbell-Kitching Grain Co., feed, hay and grain; 607 Thomas Bldg. X-6790.

Johnson, Chas., Garage, 8217 Swiss Ave. U-5708.

Powell, J. B., Meat Market, 3226 Knox St. A-6768.

Reed, B. A., Garage, 2144 N. Harwood St. X-4892.

Schubert & Scott, Contractors, 1112 American Exchange Bldg., X-8684.

United States Merchants Credit Bureau, Associations & Societies, 216 Mercantile Bank Bldg., X-8802.

West-Fallen Granite Co., Monuments, 524 Santa Fe Bldg., Unit 1, X-8872.

WEEK ENDING SEPTEMBER 19

American Fruit Growers, Inc., 605 Central Bank Bldg., X-8653.

American Insurance Union, Insurance Company, 708 Santa Fe Bldg., Unit 1, X-8923.

Baggett & McDowell, Grocery and Market, 902 Comal St., J-9482.

Cox, A. M., Insurance Company, 905 Insurance Bldg., X-6838.

Crum, M. P., Company, Loans, 613 Kirby Bldg., X-6557.

Dallas Brick & Supply Company, Brick and Mfgrs. Agents, 3214 Hickory St. E-2341.

Dallas Employment Co., Employment Agency, 1005½ Main St. Y-5245.

Gray, B. A., Dressmaking Parlors, 710½ Live Oak St. X-4494.

Lester, G. W., Bowling Alley, 702-4 Main St. X-6047.

Permanent Roofing Co., Roofers-Tile, 821 Exposition Ave., U-6516.

Regal Heights Land Company, Inc., 1139 Athletic Club Bldg., X-6001.

Watson, G. E. & Co., Real Estate, Loans and Rentals, 312 Central Bk. Bldg., X-7507.

Weld & Cothran, Inc., Greenville, So. Carolina, Cotton Buyers and Exporters, 420½ S. Akard St. X-8990.

WEEK ENDING SEPTEMBER 26

B. & R. Trestle Company, Brick Mantels and Carpenters' Trestles, 2900 Live Oak St. H-3102.

Bailey & Starn, Contractors, 918 Athletic Club Bldg. X-8571.

Broadcloth Shirt Company, Shirt Mfgrs., 1143 Athletic Club Bldg. X-7542.

Co-operative Messenger Service, Messenger Service, 1601 Federal St. X-8235.

Lees Bros., Inc., Ladies' Garments, 1103 Commerce St. X-1913.

Morton-Knox Company, Stocks and Bonds, 503 Slaughter Bldg., X-4740.

Mossler Driverless Car System, Inc., Auto Delivery, 1517 Bryan St. 3332.

Murphy Auto Paint Company, Auto Painting, 2428 Commerce St. Y-2692.

Nu Life Sales Co., Automobile Supplies, 416 S. Ervy St. Y-2290.

Pryor & Cline, Musical Instruments, 205 N. St. Paul St. X-1948.

Puckett, Dr. Jos. L., Dentist, 601 Medical Arts Bldg. X-3631.

Texas Building & Loan Assn. of Dallas, 804 Wilson Bldg., X-1811.

Wolfe, D., Grocery & Market, 1226 S. Lamar St. X-5724.

Zang's Furniture & Repair Co., Furniture Dealers, 128 W. Davis St., C-3340.



During the month of September there were two new Budget subscriptions, one Budget increase and twelve new individual members added to the Chamber of Commerce roll, making a total of eighteen memberships.

NEW BUDGET SUBSCRIBERS

Old Mill Theater, W. O. Williamson, theater; 1525 Elm St.

Scott Hotel, George C. Scott, hotel's; at Union Station.

BUDGET INCREASE

Little & Roberts, real estate; 1921 Green-ville Avenue.

NEW INDIVIDUAL MEMBERS

The Bankers Supply Co., A. T. Jensen, bank checkers—lithographers; 2021-23 Jackson St.

Paul H. Berwald Shoe Company, Paul H. Berwald, shoes—retail; 1616 Elm Street.

Clower Electric Co., W. M. Clower; electrical contractors and electrical machinery and supplies; 507 S. Akard St.

Dal-Tex Grain Company, A. C. Bovard, feed, hay and grain—whale; 2300 Latimer St.

Empire Building & Loan Association, W. G. Everett; building and loan association; 809 Praetorian Bldg.

Fenner & Beane, R. M. Bowen, brokers—cotton, stocks and grain; 211 Magnolia Bldg.

Hyman-Michaels Company, J. R. Crandall; railroad equipment—iron and steel; 817 Magnolia Building.

Penn & Windsor, R. H. Penn, oil company; Santa Fe Bldg.

Simma Sales System, Frank W. Matthews, sales representatives; 707 Central Bank Bldg.

Smith's Hot Shop Bakery, H. H. Smith, baker; 2512 Cedar Springs Road.

Texan Hotel, T. J. Angus, hotels; 212 S. Houston Street.

Texas Typewriter Company; J. L. Howerton, mgr., office furniture and supplies; 1015 Main Street.

Dallas Banks Gain Nineteen Millions

Resources of Dallas banks gained approximately \$19,000,000 within the last three months, while deposits increased almost \$18,000,000.

Compared with a year ago Dallas banks have more than \$8,000,000 on deposit and their resources are more than \$11,000,000 greater.

Total resources of the 16 Dallas banks on September 28th were \$175,827,318.04, while total deposits were \$147,683,760.35.

Tune in for Health

The Southland Life Insurance Company, by special arrangement with the Dallas Morning News and Dallas Journal, is broadcasting the daily dozen every morning. Station WFAA is operating daily except Sundays and holidays at 6:30 a. m., 6:50 a. m. and 7:10 a. m. Tune in and keep fit.

MAILING LIST

Texas Teachers
Automobile Owners
Local Lists

DALLAS MAILING COMPANY
1916½ Main St.

Sullivan & Company, 230 California Street, San Francisco, have written the Dallas Manufacturers' Association asking for the names of local firms who are interested in distributing their products in the Orient. This company has opened offices in Tokio and Kobe, to distribute over Japan, Manchuria and Siberia.

Dorward & Sons Co., of 16 California St., San Francisco, have written the Dallas Manufacturers' Association requesting that any manufacturers of Dallas, exclusive of manufacturers of food stuffs, dry goods, notions and similar commodities, who would like to have a distributor on the West Coast, communicate with them direct.

The "Back to School" campaign, which is a part of the annual program of the Dallas Rotary Club, was held last month. An effort was made to induce every graduate of the grammar schools last fall to enter high school. Also, every boy and girl who has not completed a high school education to go back to school. The committee handling the drive was composed of Howard Payne, chairman; B. A. Evans, W. A. Sedwick, Hugo Swan, Dr. J. M. Martin, Harold Luhnow, Dick Soper.

September Business In Dallas at a Glance



—Copyright: Fairchild Aerial Camera Corp.



SEPTEMBER was a good month in Dallas. As compared with August all statistics, except real estate transfers showed substantial increases. The totals for the year, compared with the corresponding period of last year, shows the following increases: Real Estate Transfers, 25%; Bank Clearings, 19%; Debits, 21%; Postal Receipts, 9%; Building Permits, 1%.

REAL ESTATE TRANSFERS, DALLAS COUNTY		BANK CLEARINGS		DEBITS TO INDIVIDUAL ACTS.		
	1924	1925	1924	1925	1924	1925
January	\$ 5,966,506	\$ 7,182,127	\$ 175,728,270	\$ 221,291,763	\$203,546,000	\$263,899,000
February	5,826,384	6,520,472	166,206,564	204,232,270	168,471,000	205,672,000
March	6,297,201	7,447,807	174,544,239	216,108,449	165,481,000	219,568,000
April	5,981,020	7,086,458	160,062,097	179,608,181	163,104,000	184,462,000
May	6,649,805	8,992,467	151,836,313	166,792,239	156,441,000	175,731,000
June	5,936,195	9,197,746	147,768,351	177,510,437	145,519,000	184,294,000
July	6,137,307	6,540,717	147,647,985	184,530,172	147,278,000	184,649,000
August	4,862,863	7,791,921	149,975,148	178,289,499	145,100,000	168,769,000
September	5,709,326	6,111,213	218,421,668	241,091,583	190,790,000	211,992,000
Sub-Totals	\$53,366,607	\$66,820,428	\$1,492,185,575	\$1,769,454,593	\$1,485,730,000	\$1,797,086,000
October	6,072,952		268,289,401		286,115,000	
November	4,838,171		218,684,948		206,127,000	
December	6,206,582		229,634,948		248,778,000	
Totals	\$70,479,812		\$2,208,784,872		\$2,178,745,000	

POSTAL RECEIPTS		BUILDING PERMITS		WATER CONNECTIONS		
	1924	1925	1924	1925	1924	1925
January	\$ 258,268.58	\$ 285,188.15	\$ 2,996,770	\$ 2,908,070	42,808	46,823
February	266,450.79	272,484.56	2,179,694	2,147,552	45,096	47,175
March	264,827.25	281,363.02	2,712,158	2,058,841	48,412	47,675
April	249,848.49	263,172.89	2,221,390	3,843,282	48,765	48,210
May	229,122.02	246,524.66	2,726,780	3,804,113	44,171	48,666
June	286,959.56	264,010.62	1,882,666	1,649,972	44,520	49,010
July	206,208.24	244,428.75	2,230,811	1,990,346	44,807	49,654
August	224,249.26	256,293.17	2,858,862	1,496,753	45,183	50,152
September	266,754.03	297,460.69	2,476,738	2,611,204	45,542	50,538
Sub-Totals	\$2,197,693.13	\$2,411,421.51	\$21,785,364	\$22,005,133	46,220	46,510
October	295,348.09		2,769,282			
November	277,622.82		1,047,468			
December	384,674.18		940,110			
Totals	\$3,106,328.17		26,542,224			
			4,108,340			

Greater Dallas GAS METERS		ELECTRIC LIGHT CONNECTIONS		TELEPHONE CONNECTIONS		
	1924	1925	1924	1925	1924	1925
January	46,585	51,280	45,361	50,007	48,974	54,190
February	46,978	51,847	45,516	50,400	49,313	54,756
March	46,950	52,107	45,826	50,748	49,758	55,196
April	47,207	52,364	46,162	51,161	50,405	55,725
May	47,498	52,680	46,462	51,618	50,724	56,413
June	47,847	53,005	46,695	51,892	50,834	56,518
July	48,217	53,416	47,034	52,168	50,926	56,661
August	48,508	53,855	47,440	52,619	51,128	57,189
September	48,976	54,475	48,196	53,463	51,798	57,532
October	49,625		48,582		52,691	
November	50,401		49,454		53,307	
December	51,166		49,823		53,706	

We are indebted for the statistics shown on this page to: Dallas Clearing House Assn.; Federal Reserve Bank; Commercial Record; Post Office; Building Inspector; Dallas Power & Light Co.; Water Department; Dallas Gas Co.; Dallas Telephone Co.



Keeping Up With Busy Dallas

R. Carnahan, capitalist, of Pine Bluff, Ark., is entering the real estate business in Dallas, under the firm name of Jones, Carnahan & Perry, successors to Rucker & Jones.

Recognizing the rapidly increasing importance of foreign trade, the American Exchange National Bank has instituted a foreign trade department, which will be headed by E. M. Bruhns. Vice President George H. Pittman will be supervisory officer of the new department.

George N. Aldredge, an active vice president of the City National Bank, has resigned to enter the mortgage

and bond business. He will continue as a director of the City National Bank.

Earl L. Crabb, district manager of the Southern Enterprises in Texas, has been promoted to the position of managing director of the new Paramount Theatre in Boston. John J. Friedl, present managing director of the Palace Theater in Dallas, has been elevated to Texas district manager, succeeding Mr. Crabb.

William H. Hitzelberger has been elected president of the Salesmanship Club. Other new officers are: Newton G. Flippen, first vice president;

Frank Seay, second vice president; J. P. Dewey, third vice president; W. Marion Newman, secretary-treasurer; R. H. Bogarte, James F. Rodgers, Walter Allen, Paul Carrington, Crawley English, K. K. Meisenbach and George Loving, directors.

Miss Grace M. Whiting, for the last thirteen years executive secretary of the Dallas Young Women's Christian Association, has resigned. Miss Florence Lynes, of St. Louis, Mo., is Miss Whiting's successor.

Clarence L. Kribs has been elected president of the Dallas Architectural Club. Other officers are: Edward Bliss, first vice president; F. W. D. Roberts, second vice president; R. F. Smith, secretary; Grayson Gill, treasurer; Ralph Bryan and Dudley Green, executive board members; W. Scott Dunne, advisory board member.

Silas R. McCoy of Dallas has been appointed State Building Inspector.

Tom Morris has resigned as secretary of the University Club.

G. K. Wetherred, past president of the Waco Chamber of Commerce, has moved to Dallas. He has been elected vice president and associate manager of the Dallas Transfer & Terminal Warehouse Co.

Tom L. Monagan has resigned as executive secretary of the Dallas Athletic Club. Mr. Monagan has served as executive secretary since 1920. E. L. Puls has been elected to succeed Mr. Monagan.

George T. Burgess has been chosen grand knight of the Dallas Council, Knights of Columbus, succeeding Thomas G. Murnane, who was elected trustee of the council. Other officers elected were: Louis W. Hickey, deputy grand knight; Edward C. McDermott, chancellor; Rodney D. Hargreaves, recorder; Joseph A. Windlinger, financial secretary; Edward T. McGrath, warden; J. J. Meinert, inside guard; E. J. Grez, outside guard.

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Sears-Roebuck To Make State Headquarters Here

Expanding its agricultural program to include Texas the Sears-Roebuck Agricultural Foundation of Chicago will establish State headquarters in Dallas. A. K. Short, former assistant director of the extension service of Texas A. & M. College, will have charge of the activities of this State.

A thoroughly trained staff of workers will be employed and a comprehensive service for Texas farmers is planned. Included in this program is a national cotton show to be held in Dallas in connection with the State Fair. Cotton growers throughout the South will be invited to compete for a prize which will probably total \$1,000. The foundation will erect a \$100,000 building on the Fair Grounds and it is planned to have it completed in time for the next Fair. This building will contain a collection of the agricultural crops and other products of Texas.

It is also planned to establish a radio "University" for the instruction of boys' agricultural clubs throughout the State. A building may be erected for their headquarters on the Fair Grounds.

Motorists! Be Sure Of Your Colors

Accidents will happen to the best of motorists, but the odds against them will be less when traffic signals are standardized throughout the country. In that belief several highway engineering organizations have agreed on a code to include the use of luminous and nonluminous signs and signals.

Three colors have been selected for primary traffic control: Red to stop, yellow for caution, and green to proceed. Careful experience showed that at a distance the red signal lights were more easily distinguished from other colors, and require the lowest light intensity for unmistakable recognition. A red light of 75 candle power could be distinguished at 600 feet, on the average, but a green light had to be 250 candle power, a yellow light required 750, and a blue light 1,000 candle power.

The use and significance of traffic signals should become so familiar that they would promptly cause the desired reaction from motorists. But efficiency of the signals depends on the color sense, and color blindness is common among men, doctors say, although it is a rarity among women. That conclusion may explain why women never miss a bright bit of color in a show window, be it hat, gown or lingerie. But it doesn't explain the wear and tear caused by folks who see red all the time. The hue and cry over the traffic problem has had expression in all sorts of slogans. Why not "Be sure your colors are right, then go ahead?"—Nation's Business Magazine.

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